

CLAIMS

What is claimed is:

1. A method comprising:

generating a rating of a first broadcast by a server system, said rating based at least in part on viewer feedback to the first broadcast, and said rating to indicate a likelihood of interest in the first broadcast for potential subsequent viewers; and

providing access to the rating of the first broadcast, at the server system, to predict the likelihood of interest in the first broadcast for the potential subsequent viewers.

2. The method of claim 1 further comprising:

receiving the feedback from an entertainment system controller, said feedback in response to a questionnaire regarding the first broadcast.

3. The method of claims 1 further comprising:

receiving characteristic information from an entertainment system controller of a viewer who provided the feedback to the first broadcast;

wherein said generating the rating of the first broadcast is based at least in part on the feedback to the first broadcast and the characteristic information of the viewer who provided the feedback to the first broadcast; and

wherein said likelihood of interest in the first broadcast for potential subsequent viewers is based on characteristics of the potential subsequent viewers.

1 4. The method of claim 1 further comprising:

2 providing the rating to the potential subsequent viewers over at least one of a digital
3 transmission and an analog transmission over at least one of a local area network, a wide area
4 network, the internet, a cable television line, a twisted pair line, a fiber optic line, and a radio
5 frequency communication.

1 5. The method of claim 1 further comprising:

2 receiving characteristic information for a particular potential subsequent viewer;
3 assembling a plurality of broadcasts based on a comparison of broadcast classification
4 data for each of the plurality of broadcasts and the received characteristic information, each of
5 said plurality of broadcasts having a rating based at least in part on feedback to the respective
6 broadcast and characteristic information of respective prior viewers who provided the feedback
7 to the respective broadcast; and
8 ranking the plurality of broadcasts according to the ratings based on characteristics of the
9 particular potential subsequent viewer.

1 6. The method of claim 5 further comprising:

2 providing a targeted advertisement for at least a highest ranked broadcast of the plurality
3 of broadcasts to the particular potential subsequent viewer.

1 7. The method of claim 5 further comprising:

2 receiving characteristic information for at least one additional potential subsequent
3 viewer;

4 wherein said assembling comprises matching characteristic information in common to the
5 particular potential subsequent viewer to the broadcast classification data; and

6 wherein said ranking comprises ranking the plurality of broadcasts according to the
7 ratings based on the characteristics in common to the particular potential subsequent viewer and
8 the at least one additional potential subsequent viewer.

1 8. A method comprising:

2 displaying a selected broadcast to view at an entertainment system, selection based on a
3 rating of the broadcast generated by a server system and provided to the entertainment system,
4 said server system to generate the rating based at least in part on feedback from a prior viewer of
5 the broadcast, said rating to indicate a likelihood of interest in the broadcast for potential
6 subsequent viewers.

1 9. The method of claim 8 further comprising:

2 providing a feedback questionnaire from the entertainment system to the prior viewer of
3 the broadcast;

4 receiving the feedback from the prior viewer at the entertainment system, said feedback
5 regarding the broadcast in response to the feedback questionnaire; and

6 providing the feedback from the entertainment system to the server system.

1 10. The method of claim 8 further comprising:

2 obtaining characteristic information regarding the prior viewer, said server system to
3 generate the rating of the broadcast based at least in part on the feedback and the characteristic
4 information of the prior viewer, said rating to indicate a likelihood of interest in the broadcast for
5 the potential subsequent viewers based on characteristics of the potential subsequent viewers.

1 11. The method of claim 9 wherein said feedback questionnaire inquires about the characteristic
2 information of the prior viewer including at least one of age, gender, race, education level,
3 geographic location, occupation, and income.

1 12. The method of claim 10 wherein the characteristic information of the prior viewer is, one of,
2 stored at the entertainment system and provided with the feedback to the server system, and
3 stored at the server system and retrieved based on a viewer identifier provided with the feedback
4 from the entertainment system.

1 13. The method of claim 8 wherein the entertainment system includes an entertainment system
2 controller comprising one of a set-top box, a personal computer, and a component integrated into
3 a television.

1 14. The method of claim 8 wherein the broadcast comprises at least one of a news segment, a
2 situation comedy, a documentary, a movie, a commercial advertisement, and an on-line
3 interactive event.

1 15. The method of claim 8 wherein the entertainment system and the server system are
2 communicatively coupled over at least one of a digital transmission and an analog transmission
3 over at least one of a local area network, a wide area network, the internet, a cable television line,
4 a twisted pair line, a fiber optic line, and a radio frequency communication.

1 16. The method of claim 9 wherein the questionnaire is provided to the viewer on a display
2 device in one of a pop-up window, a full screen display, and a side bar display.

1 17. The method of claim 9 wherein the providing a feedback questionnaire is one of in response
2 to a request by the viewer to give feedback, and automatically provided at the end of the
3 broadcast.

1 18. The method of claim 8 further comprising:

2 providing broadcast identification data from the entertainment system controller to the
3 server system, said broadcast identification data including at least one of a broadcast identifier, a
4 title, a producer, a distributor, a synopsis, a length of the broadcast, a parental guidance warning,
5 and one or more genres of the broadcast.

1 19. The method of claim 8 further comprising:

2 offering incentives to the prior viewer to provider viewer feedback.

1 20. The method of claim 9 wherein the providing the feedback questionnaire, receiving
2 feedback, and providing the feedback is repeated for additional viewers of the broadcast, wherein
3 the rating is based at least in part on the feedback of the additional viewers.

1 21. A machine-readable storage medium having stored thereon machine-executable instructions,
2 the execution of said machine-executable instructions to implement a method comprising:

3 generating a rating of a first broadcast by a server system, said rating based at least in part
4 on viewer feedback to the first broadcast, and said rating to indicate a likelihood of interest in the
5 first broadcast for potential subsequent viewers; and

6 providing access to the rating of the first broadcast, at the server system, to predict the
7 likelihood of interest in the first broadcast for the potential subsequent viewers.

1 22. A machine-readable storage medium having stored thereon machine-executable instructions,
2 the execution of said machine-executable instructions to implement a method comprising:
3 displaying a selected broadcast to view at an entertainment system, selection based on a
4 rating of the broadcast generated by a server system and provided to the entertainment system,
5 said server system to generate the rating based at least in part on feedback from a prior viewer of
6 the broadcast, said rating to indicate a likelihood of interest in the broadcast for potential
7 subsequent viewers.

1 23. An apparatus comprising:

2 an entertainment system controller to provide a feedback questionnaire to a viewer of a
3 broadcast, and receive feedback from the viewer regarding the broadcast in response to the
4 feedback questionnaire; and

5 said entertainment system controller to provide the feedback to the broadcast and
6 characteristic information of the viewer to a server system, said server system to generate a rating
7 of the broadcast based at least in part on the feedback to the broadcast and the characteristic
8 information of the viewer, said rating to indicate a likelihood of interest in the broadcast for
9 potential subsequent viewers based on characteristics of the potential subsequent viewers.

1 24. The apparatus of claim 23 wherein the entertainment system controller comprises:

2 a control circuitry to retrieve the questionnaire from a storage medium in response to a
3 feedback request;

4 a viewer interface with which said control circuitry provides the retrieved questionnaire
5 to the viewer; and

6 a communications interface with which said control circuitry provides the feedback to the
7 broadcast to the server system.

1 25. The apparatus of claim 24 wherein the control circuitry comprises at least one of a
2 microprocessor, a digital signal processor, and an application specific integrated circuit.

1 26. The apparatus of claim 24 wherein the viewer interface comprises at least one of a display
2 device and an audio output device, and at least one of a cursor control device, a key pad, and a
3 voice recognition unit.

1 27. An apparatus comprising:

2 a server system to receive feedback from an entertainment system controller, said
3 feedback in response to a broadcast, and to receive characteristic information of a viewer who
4 provided the feedback to the broadcast;

5 said server system to generate a rating of the broadcast based at least in part on the
6 feedback to the broadcast and the characteristic information of the viewer, said rating to indicate
7 a likelihood of interest in the broadcast for potential subsequent viewers based on characteristics
8 of the potential subsequent viewers.

1 28. The apparatus of claim 27 wherein the server system is one of centralized and distributed.

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